



MailChimp

USER MANUAL

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STEP 1 - LOG IN TO YOUR ACCOUNT

Go to <https://login.mailchimp.com/>

Click Log in

Type in your username and password

STEP 2 - ADD YOUR CONTACTS

Go to <https://us4.admin.mailchimp.com/lists/>

Click Create List

Enter in the name of your List, Default from name, Default reply--to--email, Default subject

Enter in a short message that explains why the recipients are getting this message. You can choose to use the same message from another list. For example, "You are receiving this message because you are a Lax Kw'alaams community member and have indicated that email is your preferred method to receive community updates."

Choose whether or not to receive email notifications for when people subscribe or unsubscribe.

HINT: If you choose to receive the email, you will know right away that the information should go into Highrise.

Click Save.

STEP 3 - IMPORTING CONTACTS

Go to the List you just created

Click Import subscribers

Choose your upload method

There are several methods for uploading contacts. The three main methods are:

- » Import from File
- » Copy/paste from Excel
- » Highrise

Importing Contacts From a File

Click Import from file

Browse for the file you wish to upload

Click Import List

Once imported make sure the columns match up in the upload. (i.e. Make sure the column with all the emails have Email Address selected in the drop down).

Once you have imported the contacts, go through and make sure that your columns match the available headings (such as First Name, Last Name, and Email).

NOTE: You can only import CSV files. If you have other fields in a CSV field such as Birthdate, you can choose to skip that column so that data is not imported.

You can only upload one "email" column at a time, so you will have to upload several times if your CSV file has different columns for work, home or other email.

Copy and Paste Contacts From Excel

Click copy/paste from Excel

In your Excel Spreadsheet select all your contacts

Paste in your list

Click Import List.

Importing from Highrise

Click Highrise

In "Fields in your Highrise account" select "First Name", "Last Name", and "Email"

Click the right arrow button to move the fields you've selected to "Fields We'll Import"

Click Import List

NOTE: As you can see there are three email fields (Work, Home, Other). If you select them at once only one email field will be uploaded as a contact email. In order to add all the contacts in your Highrise account you must do a Highrise upload three separate times with one of the three email fields selected each time. Don't worry, duplicates will automatically be removed.

STEP 4 - CREATING YOUR NEWSLETTER

Getting started

Click Campaigns

Click Create Campaign

Select which contact list you will be using.

Using previous emails as templates

If you are happy with a previous newsletter design and would like to use it again the simplest thing to do is go to the Campaigns section, find your favourite design and select "Replicate".

Now all you need to do is change a few details like change the name of the campaign and email subject.

If you do this remember to always click "Copy Text From HTML Email" in Plain--text or you will have the same text as the newsletter you just replicated (See Step 5).

Campaign Info

Give your campaign a unique name (this will not be seen by recipients). It should be something that will differentiate it from previous MailChimp campaigns so that you can identify it later.

Choose a type of campaign to send: the best and most common type of campaign is the "Regular ol' Campaign", which allows for both text and images.

Select the list you want to send your newsletter to.

Enter the name of your organization in "From name"

Enter the subject of your newsletter into "Email subject"

Enter a "reply to" email address so that recipients can reply to your email

Design - Getting Started

Select "Drag & Drop Editor"

In "Templates" select a Basic template

Typically, a one column design is suitable.

Design - Adding Colour

Go to "Design" and select one of the categories, such as "Page"

Click on one of the colour boxes and change the colour to the one you like.

NOTE: You have many options for changing the colour background, colours and the text colour. You can see changes as you make them. It is important that your designs follow any guidelines for your organization to ensure professional and consistent communication.

Content - Text Box

Go to "Content"

Click and drag the box titles "Text"

Type what you would like to say in the Text Editor

If you would like to add a heading click the "styles" drop down menu to see a list of headings to choose from (you can edit the colour and size of the headings back in the "Design" section)

Under settings you can choose to have two columns of text

You can switch between the columns back under "Content".

Content - Adding Images

On your newsletter you will see an area for you to add an image to the top of the page. If not you can drag one from the "Content" box

Drag an image from your computer and drop it into the image into where it says "Drop an image here"

Or you can click "Browse" > "Images" and select an image that has already been uploaded.

Content - Other Boxes

TEXT: Same as “Text”, but with a border and colour

BOXED TEXT: Gives a thin line in between Content Boxes

DIVIDER: Allows you to insert a group of images in a 2 column formate

IMAGE: Allows for an image with a caption on the bottom with a border and colour in the box

IMAGE CARD: Same as above but without the border and colour

BOTTOM, LEFT, RIGHT CAPTION: Allows images with captions on the right or left

SOCIAL SHARE: Provides links that allow people that see your newsletter to share it with other people using social media

SOCIAL FOLLOW: Provides links to your social media pages such as Facebook and twitter

BUTTON: Provides a nice button to use as a link

FOOTER: Shows footer information.

STEP 5 - SENDING YOUR NEWSLETTER

Previewing

At the top of the page click "Preview & Test" > "Preview Mode"

You will now see what your newsletter will look like in an email opened on a computer or mobile phone

To send a test newsletter click "Preview & Test" > "Send Test Email"

Enter in the email addresses you wish to send the test to and separate each one with a comma.

Plain Text

Once you are satisfied with your design click "Plain Text" or "Next"

Click "Copy Text From HTML Email"

This ensures that anyone who selects to read the message in "Plain Text" mode (without any graphics) will still be able to read all of the same content.

If you have replicated a previous campaign, you must ensure you've clicked the button or your email will be sent with plain text from your previously sent campaign.

Sending

Once you are sure your newsletter is ready to be sent, click "Confirm" or "Next"

Take your time to review your campaign

Click "Send Now" or click "Schedule" to set up when you would like your newsletter to go out.

STEP 6 - MEASURING SUCCESS

In the sidebar, click Reports

Click Campaigns

Select which campaign you would like to see a report for, and click “view report”.

The “Overview” tab will show you the number of successful recipients, how many people opened it, and how many times they viewed it. It will also tell you a “click rate”. This shows the number of people that clicked on any links included in your email (including to social media or your website).

It will also tell you how many emails ‘bounced’, and how many people unsubscribed.

If you click the number of unsubscribed recipients, it will list their name and email (and any reason they provided for leaving your list). If you are getting lots of people unsubscribing from your list you may be sending too many emails.

If you click on the number of bounced emails, it will tell you how many are “hard” or “soft” bounces. Soft bounces are emails that could not be delivered but are sent to a valid address (e.g. if someone’s inbox is full). Hard bounces are an invalid email address. If your list has too high a bounce rate MailChimp may temporarily lock you out of your account so please be sure to use as accurate an email list as possible.